

## DSPD Online Surveys

The Division is considering using online surveys to analyze and access services. DSPD currently conducts surveys through mail-out and face to face options.

### **Current Surveys:**

- National Core Indicators
  - Adult Consumer Survey (Face to Face)
  - Adult Family Survey (Mail-Out)
  - Family/Guardian Survey (Mail-Out)
  - Children Survey (Mail-Out)
- Self Administered Services Survey (Mail-Out)
- Wait-List Survey (Mail-Out)
- Intake Process Survey (Mail-Out)
- Inactive Consumer Survey (Mail-Out)

### **Proposed Initial Online Surveys:**

- Inactive Consumer Survey
  - Goal: Determine why cases go inactive, if consumers know their case is inactive, and assess consumer satisfaction.
- Intake Process Survey
  - Goal: Assess consumer satisfaction of case worker/process and receive additional feedback of intake process.
  - Survey addresses two groups:
    - Consumers found eligible
    - Consumers found ineligible
- Current surveys are conducted annually. Proposed online surveys will be continuous survey.
- *An option to complete the survey over the phone is also available.*

# Advantages/Disadvantages of Online and Mail-Out Surveys

## Mail-Out Surveys

### Advantages

- Consumers who do not have email or internet access can still offer their feedback.
- Better control over responses and who is filling out the surveys.
- **Response rate:** May be easier to quickly fill out survey and send it back.

### Disadvantages

- **Cost:** Can be expensive to print and mail surveys, both initial mailing and business reply returned surveys.
- **Time:** It takes time to prepare the mailings and collect the surveys. It also takes a lot of time to enter the data manually.
- Less frequent mailings. Because of cost, it isn't resourceful to send out surveys for the study more than a couple times per year.
- **Recall Error:** This is due to less continuous mailings. (Once a year).
- **Response Rate:** If event isn't fresh on the minds of the respondent, they may be less inclined to participate.

## Online Surveys

### Advantages

- Ability to conduct ongoing surveys.
- **Response rate:** Should increase due to event being fresh on the mind of the respondents.
- **Less expensive:** Very limited printing. One mail out (letter). No business reply mail needed for returned surveys.
- **Data:** Easy access to data. No manual data entry needed. Secure.
- **Analysis:** Allows for more frequent analysis and reporting of the results.
- **Secure:** A unique survey ID is provided in the survey cover letter. This survey ID must be entered to complete the survey.

### Disadvantages

- Online surveys can exclude some consumers from being able to respond if they do not have internet access.
- If respondents have internet access, they still have to go to the provided link and enter the survey.
- Depending on the length of the survey, online surveys may be more time consuming than filling out a short survey on paper.

# Proposed Online Survey Design

## **Contact:**

- A letter will be sent to consumers in the survey sample. The letter will provide an explanation of the survey and why they have been selected to participate. The letter will also provide a unique survey ID and instructions on how to complete the survey online or via phone.

## **Contents of Letter:**

- Link to survey which will be located on the DSPD website (more about this later).
- Contact information if the consumer wishes to complete the survey via phone.
- Explanation of confidentiality guidelines the Division will follow.
- Unique survey code that must be entered in order for a survey to be complete
- Information for consumers interested in reactivating a case and going through the intake process again.
- Deadline when survey needs to be completed.
- Contact information for the Division's research team if there are any further questions about the survey.

# Proposed Online Survey Design

## Selection:

- ***Initial Inactive Survey:*** Sample will consist of individuals whose case has been inactive for more than 90 days (n=approx. 1850).
- ***On-Going Inactive Survey:*** Every 30 days a sample will be derived from individuals whose case has gone inactive over the last 60 days.
- ***On-Going Intake Survey:*** Every 30 days a sample will be derived of individuals who have had an eligibility decision made within the previous 30 days.

# Proposed Online Survey Design

## **Confidentiality/Security:**

To ensure confidentiality and security, the consumer will be provided with a unique survey ID to complete the survey. Only valid survey IDs will be allowed to proceed with the survey. Surveys will not be allowed to be submitted without entering the survey ID. The ID will be provided on the survey letter they will be receiving in the mail.

- No consumer specific identifying information will be collected from the survey.
- The unique survey ID will only be used to link consumer and DSPD intake worker that was handling their case.
- DSPD intake workers will not be able to view individual consumer specific responses, only summary statistics.

# Proposed Online Survey Design

## Data Collection:

There are several options for online data collection. (Listed in order of Division preference)

1. **HTML option on the DSPD website with submitted data being collected in a secured database. Access to the database is password protected.**
2. Link to Adobe PDF Form on DSPD website with submitted data being collected in a MS Access database on a network drive.
3. Link to Adobe PDF Form on DSPD website with submitted data being collected via email to DSPD research email address. *(This option would require data entry as the submitted survey responses would need to be manually entered into a database).*

*\*Phone-In option will be available for any of the three options listed above.*

# Proposed Online Survey Design

## Results/Analysis:

Survey results will be organized in summary and analysis will be performed by the Division's research consultants. Intake workers will be able to view the summarized results but will not be able to identify other intake worker's results. Encrypted names or an assigned alias will be used so comparisons can be made from worker to worker but they will be unaware of worker names.

(For Example: Worker #1, Worker #2, Worker #3, etc. No actual names will be used)

- Workers will not be able to view raw data or any comments/feedback the respondent offers.
- Workers will not be able to see the total number of respondents (N). Workers who have a low N may be able to draw assumptions as to who the respondents may be. Only DSPD Administration and the appropriate division leadership will be provided with the N<sup>^</sup>.

<sup>^</sup>This will apply to on-going and not initial survey. On-going surveys will often have a lower response per intake worker than the initial survey.

## Additional Feedback

- Any other comments or feedback that would be helpful to DSPD pertaining online surveys?
- Feel Free to contact me if you any additional comments or suggestions.

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